

# CONTRACT



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

And:

**National Media Inc.**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<b>Contract / Revision</b> 941236 /		<b>Alt Order #</b> 06271822
<b>Product</b> RNC		
<b>Contract Dates</b> 08/11/12 - 08/17/12		<b>Estimate #</b> 2993
<b>Advertiser</b> Republican National Committee		<b>Original Date / Revision</b> 08/10/12 / 08/10/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WLWT	<b>Account Executive</b> Mica Hansen	<b>Sales Office</b> HRP -Washington
<b>Special Handling</b>		
<b>Demographic</b> Adults 25+		
<b>IDB#</b>	<b>Advertiser Code</b> 20	<b>Product Code</b> 445
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	08/17/12	08/17/12	NBC Today Show III	10-11a		:30			NM	1	\$200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$200.00			
N 2	WLWT	08/17/12	08/17/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$1,500.00			
N 3	WLWT	08/17/12	08/17/12	NBC Tonight Show	1135-1237a		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$400.00			
N 4	WLWT	08/17/12	08/17/12	2-3p	2-3p		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$250.00			
N 5	WLWT	08/17/12	08/17/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$400.00			
N 6	WLWT	08/17/12	08/17/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$625.00			
N 7	WLWT	08/17/12	08/17/12	NBC Today Show II	9-10a		:30			NM	1	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----1--				1	\$300.00			
N 8	WLWT	08/13/12	08/13/12	2-3p	2-3p		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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941236 /	06271822

Contract Dates	Product	Estimate #
08/11/12 - 08/17/12	RNC	2993

Advertiser	Original Date / Revision
Republican National Com	08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$250.00			
N 9	WLWT	08/13/12	08/13/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$400.00			
N 10	WLWT	08/13/12	08/13/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$625.00			
N 11	WLWT	08/13/12	08/13/12	530-6p M-F news	530-6p		:30			NM	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$625.00			
N 12	WLWT	08/13/12	08/13/12	Mon NBC Prime Other	Prime Other		:30			NM	2	\$5,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	2-----				2	\$2,500.00			
N 13	WLWT	08/13/12	08/13/12	NBC Today Show II	9-10a		:30			NM	1	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$300.00			
N 14	WLWT	08/11/12	08/11/12	OLYMPICS WEEKEND DAY OLYMPICS WEEK			:30			NM	2	\$6,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$3,000.00			
N 15	WLWT	08/12/12	08/12/12	OLYMPICS WEEKEND DAY OLYMPICS WEEK			:30			NM	2	\$6,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$3,000.00			
N 16	WLWT	08/16/12	08/16/12	NBC Tonight Show	1135-1237a		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$400.00			
N 17	WLWT	08/16/12	08/16/12	2-3p	2-3p		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$250.00			
N 18	WLWT	08/16/12	08/16/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$625.00			
N 19	WLWT	08/16/12	08/16/12	530-6p M-F news	530-6p		:30			NM	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$625.00			
N 20	WLWT	08/14/12	08/14/12	NBC Today Show III	10-11a		:30			NM	1	\$200.00
		Class of Time - Immediately Pre-emptible without notice										

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08/11/12 - 08/17/12	RNC	2993

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -1----- 1 \$200.00												
N 21	WLWT	08/14/12	08/14/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -1----- 1 \$1,500.00												
N 22	WLWT	08/14/12	08/14/12	NBC Tonight Show	1135-1237a		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -1----- 1 \$400.00												
N 23	WLWT	08/14/12	08/14/12	2-3p	2-3p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -1----- 1 \$250.00												
N 24	WLWT	08/14/12	08/14/12	530-6p M-F news	530-6p		:30			NM	1	\$625.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -1----- 1 \$625.00												
N 25	WLWT	08/15/12	08/15/12	NBC Today Show III	10-11a		:30			NM	1	\$200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --1---- 1 \$200.00												
N 26	WLWT	08/15/12	08/15/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --1---- 1 \$400.00												
N 27	WLWT	08/15/12	08/15/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --1---- 1 \$625.00												
N 28	WLWT	08/15/12	08/15/12	NBC Today Show II	9-10a		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --1---- 1 \$300.00												
<b>Totals</b>											<b>31</b>	<b>\$29,275.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/17/12	31	\$29,275.00	\$24,883.75
<b>Totals</b>	<b>31</b>	<b>\$29,275.00</b>	<b>\$24,883.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**Total Charges:**

This broadcast time will be used by: Republican National Committee- IE

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12  
Date

*John Ferrell*  
Signature

703-683-4877

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title